



DEWAN FILHARMONIK PETRONAS
KUALA LUMPUR, MALAYSIA

Position : Manager (Business Development)
Company : Dewan Filharmonik PETRONAS (DFP)
Location : Level 2, Tower 2, PETRONAS Twin Towers, Kuala Lumpur
Reporting To : Head (Business & Strategic Relations Management)

Requirements

- Minimum 5-7 years relevant work experience.
- Experience in business development, sales, sponsorship and fundraising management.
- Demonstrated a strong track record in driving revenue growth through strategic sales initiatives, sponsorship development, partnerships and fundraising programmes.
- Strong understanding of the latest trends and practices in stakeholder management, with the ability to establish and maintain a strong network with relevant stakeholders and industry practitioners.
- Possess strong interpersonal and communication skills, with the ability to build and maintain effective rapport with stakeholders.

Job Purpose

Drive business development strategies and plans for Malaysian Philharmonic Orchestra in order to grow the business.

Key Accountabilities

- 1. Promotion of Malaysian Philharmonic Orchestra (MPO) Orchestra for Hire**
 - Formulate, design and manage the plan to promote the hiring of MPO Orchestra to generate revenue for the organisation.
- 2. Company-organized Programs and Events**
 - Strategize the identification, securing and facilitating the execution of artistic programs and collaborations to ensure smooth running of events.
- 3. Funding and Sponsorship**
 - Develop and execute strategies, plans and programs to source, attract, secure funding via sponsorships and donations from both corporate and individuals.
 - Conducting research on fundraising opportunities and prepare funding proposals for potential sponsors and donors.
 - Manage corporate and sponsorship hospitalities, and engagements to enhance and maintain client relations.

4. New Business Opportunities

- Formulate business development and marketing plans to identify new markets and business opportunities to diversify MPO revenue stream to ensure sustainability of the organisation.
- Drive and guide the plan and execution of networking events and potential client engagements to reach out to new markets and segments.

5. Pricing Strategy

- Strategize and develop pricing strategy for MPO Orchestra hire to ensure competitiveness and maximize profit.

6. Other Duties as Assigned by the Company

- Plan and execute all other duties as assigned by the company.

Generic Accountabilities

1. Networking and Relationship Building

- Foster and sustain effective working relationships and rapport with the government authorities, business and management institutions, national and key industry players and service providers in order to keep abreast with latest development in the relevant markets and capitalize on insider status and strategic alliances to capture opportunities for new business ventures and enhance public confidence in the company business solutions, products and services.

2. Good Governance

- Enforce the implementation of applicable procedures and guidelines and affect the compliance to statutory and legislative requirements in order to ensure conformance to the established Limits of Authority (LOA), policies and government regulations to safeguard company and shareholders' interest, image and reputation.

3. Mindset, Behavior & Culture

- Develop and implement distinctive mindset, behavior and culture within the working team to achieve high work performance by adopting and implementing value interventions, tools and methodologies to promote and instill high sense of commitment, ownership, integrity and loyalty that will contribute to operational excellence.

4. Leadership & Capability Development

- Drive the development of competent working team that will enhance and sustain staff capabilities in achieving high performance delivery to ensure internalization of the right leadership and capabilities in executing their jobs.

5. HSE Policies and Code of Conduct

- Communicate, interpret, and champion the execution of the objectives and provisions of the Health, Safety and Environment (HSE) policies and Codes of Conduct and Business Ethics (COBE) within the working team and undertake appropriate mitigation and/or intervention programs.